

The Importance of Search Engine Strategies

By Jason Olson

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Some people call it search engine optimization (SEO), some call it search engine marketing (SEM), some call it search engine strategies (SES). Regardless what you call it, it is one of the most cost-effective and targeted means of marketing.

According to a report from Jupiter Media Metrix in September 2001, consumers find products online by:

- *28% ... typing a product name into a search engine.
- *23% ... going straight to the URL.
- *9% ... typing a brand name into a search engine.
- *5% ... typing a company name into a search engine.
- *5% ... going to a search engine shopping channel.

With these percentages, wouldn't it be beneficial to know how search engines work and better yet, how they can work for you?

It is said that 85% of Internet users use search engines to find what they're looking for. The traffic search engines bring to your site is comprised of individuals who are aggressively seeking web sites that contain what your site contains. Which means...they want to see your marketing message.

Repetition is the key to making an advertising campaign successful. Every potential client is not going to hear your radio ad the first time it is aired. Therefore you may need to run it 10 times just to get a number of listeners to catch it. It is said that the average consumer needs to be exposed seven times to your product or service before it registers in their brain that your operation exists. They also might need to hear it another 10 times to realize that it MIGHT be something they could use someday.

How many times would your ad need to run before a portion

of the market knows they could use your service? 70? 100? 700? Who knows, but it's not something that you can just run once and test the results.

How much is a radio advertising campaign? It varies. But, for a spot to play 70 or 100 times, it's expensive. 700...now that's buku bucks!!! This is coming from someone who has sold, written, and produced radio ads.

Search engine strategy campaigns can range from hundreds of thousands of dollars for the big companies to FREE for any size company. The small business can perform its own campaign, submit to the search engines, receive visitors who are CURRENTLY interested in what they offer, test the results, and make the necessary changes to improve its rankings in the search engines.

Although search engine marketing can be done in-house, it must be done right or it's a waste of time. Many businesses perform their own search engine marketing but it's done as an employee's side job and they don't have the time, nor knowledge, to make the site rank well. Search engine marketing requires someone to be up-to-date on the changes search engines make in their rankings, submission guidelines, and fees. To make a campaign work, you must know the fundamentals of how to use meta tags, keywords, titles, descriptions, and how and when to submit to the search engines...and which ones.

A search engine strategy campaign is too valuable of a marketing tool to not take seriously. Of course, if you don't have the time, nor resources, to perform a solid search engine marketing campaign, there are companies like Ultimate Web Designing that can perform these tasks for you.

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